

Message Text

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ORIGIN EA-14

INFO OCT-01 ISO-00 SS-20 EB-11 RSC-01 /047 R

DRAFTED BY EA/PRCM:CWFREEMAN,JR:EB S

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FM SECSTATE WASHDC

TO USLO PEKING PRIORITY

INFO AMCONSUL HONG KONG

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E.O. 11652: N/A

TAGS: BEXP, ETRD, CH, US

SUBJECT: PRC STUDIES OF U.S. MARKETING AND DISTRIBUTION

REFS: A) PEKING 1341

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B) STATE 216336

, DURING PAST WEEK EA/PRCM INITIATED TWO ACTIVITIES
DESIGNED TO IMPROVE PRCLO UNDERSTANDING OF U.S. COMMERCIAL/
ECONOMIC SYSTEM: (1) TOUR BY PRCLO COMMERCIAL SECTION OF
D.C. AREA GIANT FOOD HEADQUARTERS, RETAIL FOOD AND DRY
GOODS OUTLETS AND ULTRA-MODERN TOTALLY AUTOMATED WARE-
HOUSE; (2) TOUR BY HUANG CHEN AND OTHERS (INCLUDING
COMMERCIAL SECTION REPS.) OF BEEF, DAIRY, CORN AND SOYBEAN
FARMS IN MONTGOMERY COUNTY. THESE TOURS WELL RECEIVED
BY PRCLO (HUANG CHEN HAS ASKED STATE AND USDA TO LAY ON
TOUR OF MARYLAND EASTERN SHORE POULTRY, SWINE FARMS AND
FISHING ACTIVITIES ON HIS RETURN FROM VISIT TO DETROIT
ARRANGED BY DEPARTMENT AT PRCLO REQUEST AND SCHEDULED
FOR EARLY NEXT WEEK) AND APPEAR TO BE HAVING DESIRED
EDUCATIONAL EFFECT.

2. NCUSCT REPORTS THAT, IN NOVEMBER 6 CONVERSATION WITH
PRCLO COMMERCIAL OFFICER WANG T'EN-MING AT WHICH
NCUSCT--IN RESPONSE TO PRCLO REQUEST--DELIVERED MATERIAL
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ON AMERICAN AUTOMOTIVE INDUSTRY FOR HUANG CHEN'S DETROIT

TRIP, WANG ("ACTING AS THOUGH HE HAD JUST RECEIVED

INSTRUCTIONS FROM PEKING") REFERRED ENTHUSIASTICALLY TO TOUR OF GIANT FOOD PLANTS AND FARM TOUR THEN IN PROGRESS AND ASKED NCUSCT TO PLAN EXTENSIVE SERIES OF SIMILAR TOURS OF DISTRIBUTORS AND RETAILING ESTABLISHMENTS IN WASHINGTON AREA. WANG EXPLAINED THAT PURPOSE IS "PRODUCT-BY-PRODUCT" STUDY OF MARKETING, DISTRIBUTION SYSTEMS, LABELING, PACKAGING, ETC. IN U.S. MARKET. FIRST STUDY TO FOCUS ON SPECIFIC KINDS OF CANNED GOODS, BUT WANG HOPES TO PROPOSE OTHER SPECIFIC SUBJECTS TO NCUSCT IN NOT-TOO-DISTANT FUTURE. NCUSCT WASHINGTON STAFF BELIEVES THAT REQUEST CONNECTED TO DISCUSSIONS WITH CCPIT REPORTED REF. A.

3. DURING MEETING AT PRCLO WANG AGAIN POINTEDLY REFERRED TO SMALL STAFF OF NCUSCT AND QUESTIONED NCUSCT REPRESENTATIVES LUDLOW AND WEINTRAUB ON PLANS FOR FUTURE INCREASES IN STAFFING.

4. REQUEST USLO PASS SUBSTANCE OF PARAS. 2 AND 3 TO NCUSCT PRESIDENT PHILLIPS, TOGETHER WITH FOLLOWING MESSAGE FROM NCUSCT STAFFER LUDLOW: "PLEASE TELEPHONE ME FROM PEKING SOONEST RE STAFFING PROBLEM. NEED AUTHORIZATION TO HIRE LIBRARIAN/RESEARCH ASSISTANT ASAP". LUDLOW HAS TRIED UNSUCCESSFULLY TO REACH NCUSCT DELEGATION BY TELEPHONE IN PEKING. RUSH

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